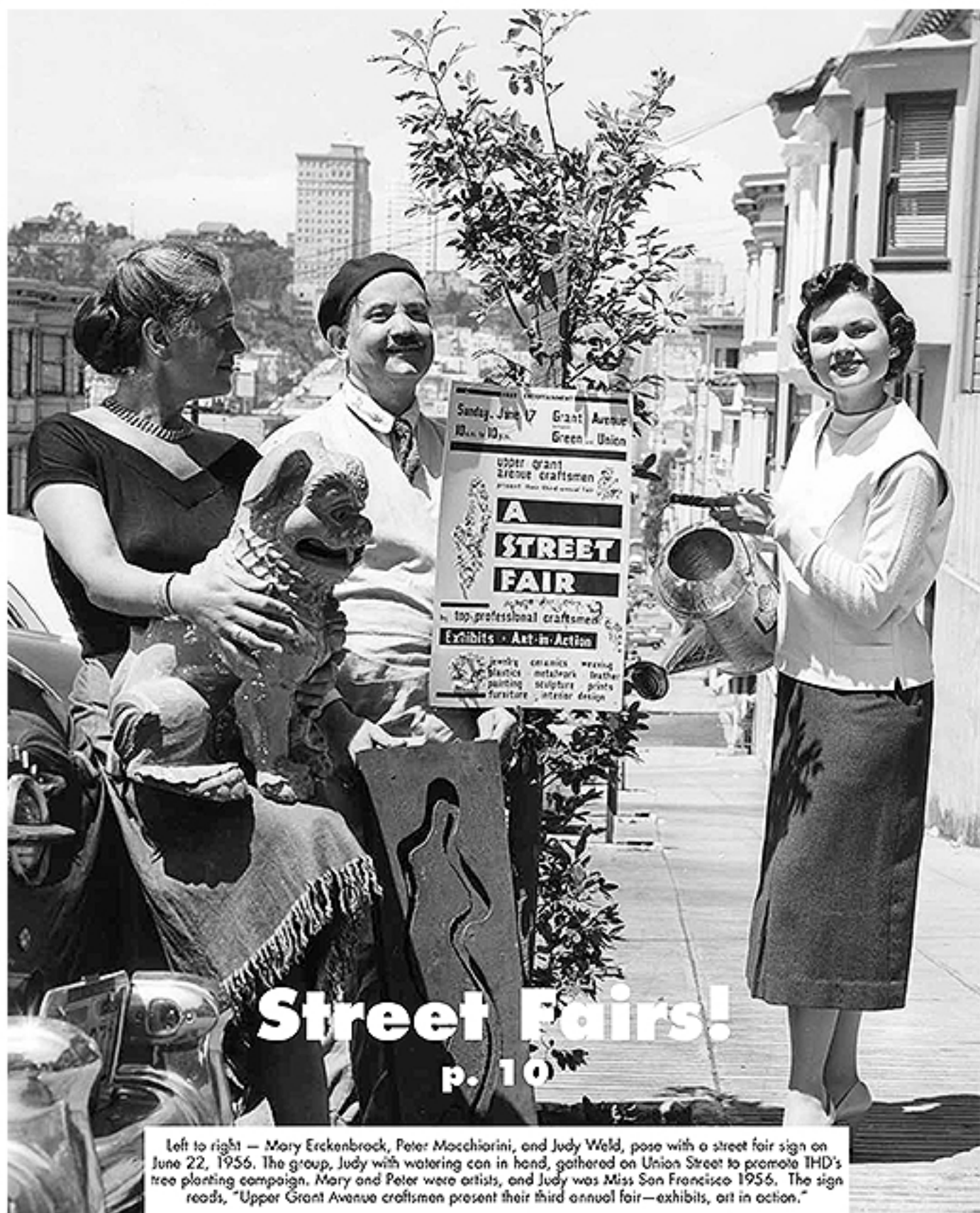


The Semaphore

A Publication of the TELEGRAPH HILL DWELLERS

Issue 203

Summer 2013



Street Fairs!

p. 10

Left to right — Mary Erckenbrock, Peter Macchiarini, and Judy Weld, pose with a street fair sign on June 22, 1956. The group, Judy with watering can in hand, gathered on Union Street to promote THD's tree planting campaign. Mary and Peter were artists, and Judy was Miss San Francisco 1956. The sign reads, "Upper Grant Avenue craftsmen present their third annual fair—exhibits, art in action."

HENRY COGSWELL AND HIS MONUMENTS

By Gloria Lenhart

Why is there a monument dedicated to temperance topped with Benjamin Franklin in the middle of Washington Square?

The Ben Franklin temperance monument didn't start out in Washington Square.

It was installed in 1879 at the corner of Columbus and Kearny, where the Sentinel building now stands. It was moved to Washington Square in 1904. The city probably would have gotten rid of it altogether, except for the likeness of Ben standing on top. Instead, it was banished to an out-of-the-way park that the Chronicle at the time dismissed as "where mostly the children of San Francisco's Latin Quarter play."

Ben's monument was the first of eight granite-and-bronze drinking fountains that Henry David Cogswell — millionaire dentist, '49er and real-estate magnate — would donate to San Francisco in the 1880s. Only three of these fountains were installed and all but the one now in Washington Square were removed within a few years. Objections to the new fountains were raised because they were topped with a figure that looked a lot like Dr. Cogswell himself. The doctor insisted that his intention was only to portray an

ideal man, and any resemblance was purely coincidental.

San Francisco wasn't the only city to accept Cogswell's generosity. Cogswell donated similar drinking fountains, also topped with his likeness, to Boston, Buffalo and Rochester, N.Y., and a dozen other east-

ern cities. Most are long gone, although Cogswell monuments still stand in New York City and Pawtucket, R.I. In Washington, D.C., the Cogswell monument near the National Archives inspired the formation of the Cogswell Society, which meets on the first Friday of every month. Its rallying cry is: "Temperance. I'll drink to that!"

The story of Cogswell's monuments began in 1873. That was the year that Columbus Avenue (then called Montgomery Avenue) was cut diagonally through the North Beach street grid to provide better access to the waterfront. Cogswell was an accomplished dentist who had invented a process for securing dentures and was a

pioneer in the use of chloroform. But he had made his fortune through shrewd investments in real estate. He owned a large lot on Kearny Street which was cut in half when the new avenue was put in. The city paid the doctor for the land they used, but left Cogswell with a tiny triangle at the gore point of Columbus and Kearny. The lot was only 12 feet on its longest side, too small to build on, but Cogswell was determined to find some way to make money from it.

Cogswell soon had his answer. In 1875, actress Lotta Crabtree donated an ornate drinking fountain to the city, which was placed on a prominent corner downtown on Market Street, near the newly opened Palace Hotel. Lotta's fountain immediately became a popular gathering place, inspiring Cogswell to design a fountain of his own. He had it made in Connecticut where he was from and shipped out. City water is all that ever flowed through the taps marked Vichy and Cal. Seltzer. Still a large crowd cheered the fountain when it was unveiled in May 1879.



Cogswell Seamen's Memorial in Lincoln Park
CREDIT: COURTESY GLORIA LENHART



Dr. Henry Cogswell
CREDIT: COURTESY BANCROFT LIBRARY, UC BERKELEY

Whether Cogswell dedicated his fountain to temperance out of commitment to the cause, or because it guaranteed a group of enthusiastic supporters for his fountain, is not known. The *Chronicle* called Cogswell's fountain "that grey granite tombstone." But Cogswell was making money from it. He installed small booths around his fountain that he rented to bootblacks and merchants. Then he put in benches and a podium, which he rented to politicians and preachers. The corner of Kearny and Columbus became known as Franklin Hall.

By then, Cogswell was approaching his 60th year and was worried about his legacy. Having no children to carry on the Cogswell name, he turned to philanthropy. He pledged to provide one fountain for every 100 saloons in San Francisco. He offered temperance fountains to any city or town that wanted them.

Brooklyn, N.Y., was the first city to remove



Benjamin Franklin in Washington Square
COURTESY SAN FRANCISCO HISTORY CENTER, SAN FRANCISCO PUBLIC LIBRARY

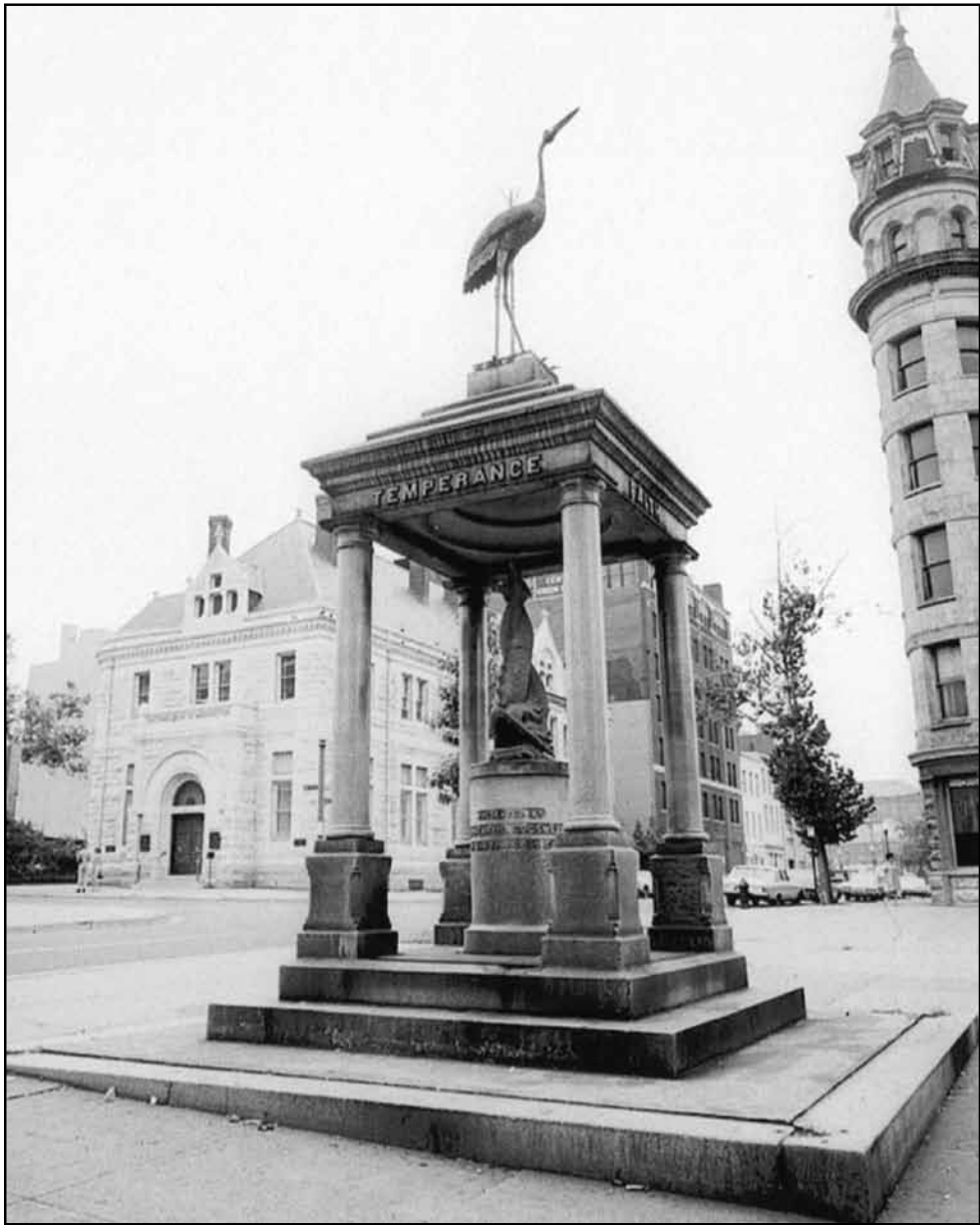
Cogswell's fountain amid protests. San Francisco cancelled installation of any more fountains after newspapers called for the removal of the two on public land. On New Year's Day 1894, a group of young journalists lassoed the Cogswell statue at Market and Drumm streets and pulled it down. Later that year, the Cogswell fountain at Market, Battery and Bush streets was replaced by the

Mechanics Monument, which is still there today.

The fountains were not Cogswell's only philanthropic misstep. His offer to fund a College of Dentistry at UC Berkeley was rebuffed when Dr. Cogswell insisted the school be built on an undesirable piece of property he owned in San Francisco. He later built the Cogswell Polytechnical College to provide a practical education for boy and girls, but then sued to reclaim it from its trustees. Dr. Cogswell died at age 80 in 1900. He lies in Mountain View Cemetery in Oakland under a 70-foot-tall monument that he designed and installed 10 years before his death. Four granite figures representing faith, hope, charity and temperance stand at its four corners. Two railroad cars were needed to ship it from Connecticut.

San Francisco has one other Cogswell monument. In 1884, Mrs. Rebecca Lambert, widow of a sea captain, asked Cogswell to provide a 15-foot-high iron monument to mark a 400-acre plot overlooking the Golden Gate as a burial ground for seaman. The monument stands today on the 15th green of the Lincoln Park Golf Course.

Gloria Lenhart is a tour guide for San Francisco City Guides, an amateur historian, and writes a blog on San Francisco history at www.mysfpast.com.



Cogswell temperance fountain in Washington, D.C.
CREDIT: LIBRARY OF CONGRESS, CAROL HIGHSMITH COLLECTION



WATERFRONT COMMITTEE REPORT

AMERICA'S CUP PROMISE SINKS



By Jon Golinger

The high hopes promised by the America's Cup organizers and local politicians for a "Summer of Racing" that would generate mass excitement, thousands of local jobs and more than a billion dollars for city coffers evaporated when the event finally hit its July 4th starting line and the first boat races were promptly cancelled. The lack of competition in the event, with a record-low of just three teams able to afford the \$8 million to \$10 million cost of the huge 72-foot yachts required to challenge billionaire Larry Ellison's racing syndicate for the Cup, has meant that all problems, disputes, or bad decisions that affect one team instantly impact the entire race.

In the wake of the tragic death of Olympic gold-medalist Andrew "Bart" Simpson in a practice run by the Swedish team in May, the safety of the 72-foot yachts sailing in the winds and currents of San Francisco Bay came under intense scrutiny, triggering a series of rule changes and then disputes over the rule changes. The Swedish team dropped out of the July challenger races and the Italian team boycotted the first several

races, leaving the remaining challenger team from New Zealand to sail alone against itself to win races by default. The highest hope of all is now that nobody else gets injured.

Unfortunately, according to a report in the *San Francisco Chronicle* in July, city taxpayers will likely be on the hook for more than \$8 million in America's Cup-related expenses despite assurances that the event would not cost taxpayers anything and instead would raise millions in new revenue. According to the *Chronicle*, most of the promised big donors and corporate sponsors for the event vanished and some that did contribute demanded refunds because of the lack of competition and interest in the event. The *Chronicle* also reported that Mayor Ed Lee's promise to step in to do private fundraising to fill the gap has failed as well, leaving the taxpayers with millions in unpaid bills.

There is good news, however, for our waterfront. The long-term consequences of the "America's Flop" are not permanently bad due to the determined advocacy of a coalition of environmental and neighborhood groups who appealed the America's Cup event

approvals to force a better deal.

After the Port and Planning commissions rushed to "rubber stamp" a sweetheart real-estate deal and inadequate environmental review in December 2011, the Sierra Club, SF Tomorrow, the Audubon Society, Waterfront Watch and the Telegraph Hill Dwellers challenged the decision and then Waterfront Watch – led by former Supervisor Aaron Peskin – filed suit against the worst aspects of the America's Cup deal.

Consequently, the city's plans to give away long-term leases and development rights for a number of valuable piers and port properties to Larry Ellison and the America's Cup Event Authority were dropped along with other especially egregious plans, such as to displace swimmers and boats in Aquatic Park with a giant floating "jumbotron" to broadcast all of the America's Cup races. Because one boat sailing is hardly a "race," our waterfront is surely a much happier place today because we have swimmers and boats recreating in Aquatic Park, rather than an empty screen, floating alone.



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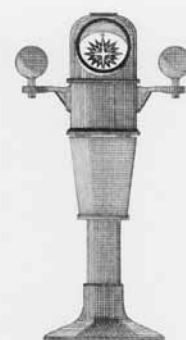
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FROM THE DESK OF **SUPERVISOR CHIU**



This summer has been a busy one at City Hall and in the neighborhoods of District Three. Here are just a few updates of things going on that may be of interest to residents of Telegraph Hill and North Beach.

Encouraging San Francisco Employers to be Family Friendly

This summer, I was proud to announce the Family Friendly Workplace Ordinance, which the Board of Supervisors will vote on in September. This measure will provide employees juggling caretaking duties with the right to request flexible workplace arrangements, such as shift changes, telecommuting, or part-time hours. Employers have the right to deny these requests based on business reasons, but the law is intended to ensure that these conversations can take place.

My proposal also protects workers who request flexibility from employer retaliation. The "right to request" is based on similar laws in other countries, where employers have found that such policies are not only good for employees, but also for companies' bottom lines. While many employers already offer employees some flexibility, I feel that it's vital for all working parents and caregivers to have this opportunity and to move toward a workplace culture where such conversations about flexibility are acceptable. For more information about the Family Friendly Workplace Ordinance, please contact my staff Catherine Rauschuber at catherine.rauschuber@sfgov.org.

Top of Broadway CBD Victory

After many years in the planning, the Top of Broadway Community Benefit District plan was approved on July 23rd in an election by a majority of property owners, then affirmed by a vote of the Board of Supervisors.

The Top of Broadway CBD has come together as a strong coalition of neighborhood residents, business owners, property owners and community organizations. I am excited because the CBD formation is hap-

pening when so many other crucial pieces of the puzzle are falling into place for helping revitalizing Broadway so that it is a vibrant, safe and economically diverse neighborhood. The CBD's steering committee is planning a large community meeting in the next month, at which the next steps and Board of Directors election will be explained. Stay tuned or call my office for more information.

NEXT Village — Supporting our Seniors

Some 26 percent of District Three's residents are seniors; in 13 years, 40 percent of San Francisco is projected to be age 65 or older. Because 92 percent of seniors wish to remain in their homes as they age, we have much work to do. NEXT Village San Francisco is an organization that helps District Three residents age gracefully in place with the assistance of community volunteers and to enjoy the benefits that come from engaging in our community. NEXT Village utilizes a "volunteer first" model to provide supportive services and opportunities for social interaction resulting in healthier, happier seniors. Last year, I was proud to help secure the first major government funds for NEXT Village — a grant that allows each Village in San Francisco to add 45 new senior citizen members whose income is less than \$48,500 and to increase its volunteer ranks. To talk about the future of NEXT Village, I recently met with new Executive Director Jacqueline Zimmer Jones and Board Chair Jonee Levy. To learn more or to volunteer with NEXT Village, contact Jacqueline at (415) 754-8622 or visit www.nextsf.org.

New Playground at Sue Bierman Park

I am delighted to announce that on July 20th we celebrated the long-awaited opening of the waterfront playground at Sue Bierman Park! Located on the Embarcadero at Washington Street, the playground provides a much-needed safe outdoor environment for neighborhood children to play. The playground is the joint effort of the Barbary Coast and Rincon Hill neighborhoods.

I passed legislation to allow its construction, Roma Design Group and Tectonics Architects worked with the community on the design, and the San Francisco Parks Alliance served as the fiscal sponsor. After more than three years of hard work to find a site, navigate design and city approval procedures, fundraising and construction, we are grateful to everyone who has made this project a reality!

Hard-Fought Consensus on Local CEQA Reform

After working on the issue for much of this year, I'm pleased that in July the board unanimously passed legislation reforming the city's appeals process under the California Environmental Quality Act (CEQA). My goal was to achieve consensus support for reform that clarified the process for CEQA appeals, while preserving the protections that give community stakeholders a voice in the process.

My staff and I worked closely with my board colleagues and a coalition of advocates who had concerns about Supervisor Scott Wiener's original proposal. I sponsored a series of amendments, including adding an electronic notification system, prioritizing bike and pedestrian safety and affordable housing, negotiating a rigorous definition of what constitutes a substantial modification to an exempt project, and crafting a compromise on how to handle approvals after an appeal.

As always, please don't hesitate to contact me or my staff with any questions, suggestions, or concerns. I hope you enjoy the rest of your summer!



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President, San Francisco Board of Supervisors
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Fax: (415) 554-7454

REMEMBERING VERA RANSOM

The Telegraph Hill Dwellers are sad to announce the passing of Vera Ransom, a 100-year-old resident of Telegraph Hill and a member of THD since its very beginning. Vera died peacefully on May 6, 2013 in San Francisco. She lived on Telegraph Hill for more than 60 years, remaining in her flat on Montgomery Street until the end of her life because of the love, care and patience of her family and a strong circle of friends and neighbors.

The Fall 2012 issue of *The Semaphore* contained a tribute to Vera titled "Special People, Special Place." An excerpt from that piece follows:

Vera first came to Telegraph Hill for love and adventure. It was the early 1940s and she was a young woman living in New York City

for \$50 a month in rent. But then her roommate suddenly moved out and she couldn't afford the apartment herself, so she decided to follow her first boyfriend out to the West Coast where he had recently moved.

Vera took her own path out west, first stopping in Santa Fe, then wandering with a friend around Mexico for three months, before finally landing in California. But not San Francisco -- Los Angeles. What was it that kept Vera from staying put and becoming an Angeleno rather than a San Franciscan? "Too much traffic!" Fleeing the endless line of cars, Vera instead made her way up the coast to San Francisco to rendezvous with her boyfriend, John, who had

landed on Telegraph Hill. But it was not to be. John had conveniently neglected to mention that by then he had another girlfriend (whom he soon married). So Vera instead found herself a nice little apartment with a lush garden on Alta Street. The apartment was available in part because it came with the responsibility of living with the landlord's large police dog. But that was just fine with Vera because, growing up in Philadelphia, "my babysitter was a police dog so I loved them."

Besides a home on the Hill, Vera found something else here that would transform her life and remain in her heart forever — she found

continued on page 5

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PLANNING & ZONING REPORT



By Nancy Shanahan and Katherine Petrin

TELEGRAPH HILL HISTORIC DISTRICT

(This historic district on the east side of Telegraph Hill was established in 1986 to preserve the largest group of pre-1880 structures in the city.)

25 Alta Street. The project sponsor is proposing to make major changes to this 1876 two-family residence, a contributor to the Telegraph Hill Historic District and a rare survivor of the 1906 earthquake. As presented to the Planning & Zoning Committee, the changes would include a significant increase in the existing building's envelope with a vertical addition of a third floor and a horizontal glazed addition to its rear. The project would include a reconfigured Alta Street facade, with a modified entry and widened garage entrance to accommodate additional parking and a complete gut and remodel of the interior. Furthermore, in order to create a single-family home from the existing two-family building, a unit merger is proposed, which would require a mandatory discretionary review hearing before the Planning Commission. As proposed, this project does not meet the guidelines for alterations within the historic district and would negatively impact the character of the historic district. It will be subject to review and approval at a hearing of the Historic Preservation Commission.

260 Green Street. Major reconstruction is underway on this 1935 building, a contributor to the historic district and former home of Friedel Klusmann, the famous Telegraph Hill resident, who stopped the city from dismantling the last of its cable car lines. Approved by the Historic Preservation Commission, the project includes extensive hillside shoring, excavating at the existing garage level to create a basement, installing new garage doors, replacing existing shingle-siding with painted, horizontal wood-siding, replacing existing windows, creating new windows, installing new railings at the entrance staircase and balconies, reconfiguring the driveway and landscaping and renovating the interior.

1406 Montgomery Street. Also approved by the Historic Preservation Commission, work is now underway to construct a 3½-story horizontal rear addition, topped with a roof deck and 3-story projecting rear decks, to this designated historic building in the historic district. The construction is highly visible from the Greenwich Steps and involves the displacement of long-time tenants.

20-22 Darrell Place. Major reconstruction is underway to completely renovate this building on Darrell Place in the historic district. As approved by the Historic Preservation Commission, the project includes replacing exterior material with painted, horizontal wood-siding, installing new windows, infilling an existing lightwell and reconstructing the rear decks.

17 Alta Street. Work is also in progress to renovate this designated historic resource in the historic district, which dates to 1876. As approved by the Historic Preservation Commission, the project includes removing asbestos shingles from the façade, rehabilitating the wood-siding on front and side (west) elevation, replacing roof in-kind and constructing a two-story horizontal rear addition.

TELEGRAPH HILL & JACKSON SQUARE LANDMARKS

302 Greenwich Street (Julius' Castle) — Landmark No. 121. The new owner of this neighborhood icon is planning to reopen it as a restaurant following renovation.

This welcome change in ownership offers an opportunity to breathe new life into the building by addressing deferred maintenance and reversing illegal changes made by previous owners without required approvals and permits. The new owner/project sponsor has presented renovation plans to the Planning & Zoning Committee.

Lillie Hitchcock Coit Tower — Landmark No. 165. Coit Tower has recently undergone extensive emergency repairs that replaced the leaky second-floor roof responsible for water infiltration that damaged some historic murals. It is anticipated that construction to repair building cracks and renovate the lobby and bathrooms will begin in October. The Recreation and Park Department is still negotiating a contract with a new concessionaire, Terry Grimm, which it hopes to have in place later this year. The future of private events at the tower has not yet been determined.

Belli Building (Langerman's Building — Landmark No. 9, Genella Building/Belli Annex — Landmark No. 10). The project architect met with the Planning & Zoning Committee in March 2013 to share revised plans to convert these two landmark buildings (also listed on the National Register and contributors to the Jackson Square Historic District) to residential condominiums. The proposed scope of work now includes: 1) removing incorrectly installed metal-siding along the north and south property line walls and replacing it with new walls and sheet-metal siding; 2) new stucco finish on the Hotaling Place façade; 3) new cement-plaster finish on the exterior walls of the courtyard elevations; 4) constructing a new 814-square-foot roof deck with a 42-inch-high glass railing; 5) constructing a new stair penthouse and an ADA accessible elevator penthouse, with a height of 16 feet from the roof-deck surface; and 6) replace all windows and doors including, on the courtyard elevations. The project is scheduled for hearing at the Historic Preservation Commission in August. At issue are the inconsistencies of the proposal with the original conditions of approval for the restoration of these important historic buildings, which include the proposed addition of a roof deck with a glass railing, which in turn requires a 16-foot-high elevator penthouse; the failure to rebuild the rear façade on Hotaling Place with the original bricks and to re-use other original building materials that were stored off-site for this purpose.

NORTH BEACH RESIDENTIAL PROJECTS

115 Telegraph Hill Blvd. (Former site of Bill Bailey's Cottage). The project sponsor and his architect have met with the Planning & Zoning Committee to review a proposal to construct condominiums at 115 Telegraph Hill Blvd. on the Filbert Steps between Kearny Street and Pioneer Park/Coit Tower. Based on the committee's review of the developer's previous condo plans for this location, four major issues were identified: 1) the height and mass of the proposed development will impact views from Pioneer Park now enjoyed by the public; 2) the construction of a garage entrance at the top landing of the Filbert Steps at the pedestrian crosswalk to Pioneer Park/Coit Tower would impact pedestrian safety on this intensely used pedestrian corridor and intensify traffic congestion; 3) the proposed multi-car garage that would be the platform for the new condos would add to the mass of the proposed development and form a wall at the pedestrian level along the Filbert Steps, impacting the pedestrian experience and obstructing views from the public

right of way; and 4) the incompatibility of the proposed design with the character of North Beach/Telegraph Hill.

312 Green Street. New owners seek to expand this 1907 residence with a vertical addition of two floors and a roof deck. This project may be coming before the Planning & Zoning Committee in the future.

471-73 Lombard Street. A project is being proposed to add a 10-foot vertical addition and roof deck to the building, which is located within the required rear-yard area of the lot. The proposed plans include a reworking and expansion of the facade. The proposal, which is controversial due to its impact on the views, privacy, light and air of adjacent properties, will require a variance from the 25 percent rear-yard requirements of the Planning Code.

NORTH BEACH NEIGHBORHOOD COMMERCIAL DISTRICT

(In 1987, the North Beach Neighborhood Commercial District Ordinance was adopted to maintain the character of and mix of businesses in North Beach.)

1434 Grant Avenue (Savoy Tivoli). The owner of Savoy Tivoli has submitted a request to the California Alcohol Beverage Commission (ABC) to remove two of the conditions of approval from their liquor license, specifically the prohibition on live entertainment involving karaoke and DJs, the limitation on live entertainment to no more than 12 days per year and the prohibition of amplification. These conditions were placed on the ABC license in 2010 because of the impact on the approximately 73 residents living within 100 feet of the premises and the fact that the entertainment occurs on an outdoor patio with inadequate sound-absorbing material.

623-29 Vallejo Street (formerly Rossi's Market). In 2006, the Planning Commission denied the King of Thai Restaurant's application for a Conditional Use Authorization to convert a large portion of the former grocery store space into a restaurant. In denying the application, the commission found that "the project will adversely impact the character and economic diversity of North Beach since there is already an over-concentration of eating and drinking establishments in the neighborhood, and the mix of neighborhood-serving retail uses will be further unbalanced by another restaurant." The building was then sold and became the Piazza Market, which operated in violation of its approved use. The owner is once again seeking to convert most of the 5,940-square-foot former retail grocery store into a restaurant, which is not permitted under the Planning Code. The owner is seeking special legislation to exempt only this site from the North Beach Neighborhood Commercial District's controls.

BROADWAY NEIGHBORHOOD COMMERCIAL DISTRICT

(This neighborhood commercial district extends along both sides of Broadway from Columbus to Osgood Place.)

483-493 Broadway (at Kearny Street). This project was presented to the Planning & Zoning Committee in May and entails the gutting and complete interior renovation and structural upgrade of this 1907 building, formerly occupied by the Fuse Lounge and an adjacent retail space. Exterior changes that are now underway include the removal of illegal signage and the restoration of the original clerestory

continued on page 5



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COIT TOWER NEWS

SAVE THE DATE: COIT TOWER'S 80TH BIRTHDAY PARTY & ART SHOW

TUESDAY, OCTOBER 8th

On Oct., 8, 1933, San Franciscans gathered atop Telegraph Hill to celebrate the creation of a beautiful new addition to the city's landscape that would transform it forever. It was on that day that Coit Tower, designed by Arthur Brown, Jr., was officially completed and dedicated, its 210 feet rising high into the sky. Thanks to the generosity of Lillie Hitchcock Coit, who so generously left one-third of her estate "to beautify the city I have always loved," Coit Tower has

remained a symbol of San Francisco's creative spirit and artistic independence from that day to this one.

This October 8th, San Franciscans will once again gather to celebrate the Coit Tower spirit with an 80th Birthday Party & Art Show at the Live Worms Gallery on Upper Grant Avenue in North Beach. The event will feature rarely-seen artwork by some of the original Coit Tower muralists and Coit Tower-inspired art by today's working San Francisco artists.

October 8 – Save the Date! If you'd like to volunteer to help make this a great event, contribute funds or other support, please contact us at ProtectCoitTower@gmail.com.



Planning & Zoning *continued from page 4*

and windows. The project sponsor is proposing to use the second floor for "professional services" and the first floor as a "bar and lounge" for which he is seeking to obtain a Type 48 liquor license to operate without the requirement to serve food. Fearing that it will become another nightclub adding to the existing problems on the Broadway corridor, many neighbors, as well as the North Beach Business Association and the Police Department, are opposed to another Type 48 liquor license at this location, supporting instead a Type 47 license requiring it to operate as a restaurant as well as a bar.

OTHER COMMERCIAL PROJECTS

256 Columbus Avenue (former Jazz at Pearl's). New

operators, who also operate Bourbon & Branch near the Civic Center, are proposing to establish a similar premium cocktail lounge at the former Jazz at Pearl's space. The project sponsors are interested in the history of this 1906 building and have indicated their desire to return the façade to a more historic appearance. This project will be coming before the Planning & Zoning Committee in September.

124-40 Columbus Avenue (former Purple Onion). New operators are seeking to establish a full service, 50-seat restaurant serving California cuisine, with a full liquor license, at the former Purple Onion site. The basement is proposed to be an entertainment venue featuring live music and comedy. A full renovation is being proposed for this building, which

was constructed in 1911. We hope to schedule a presentation of this project before the Planning & Zoning Committee in September.

242 Columbus Avenue (Tosca Cafe). Tosca is now under new ownership and is undergoing interior renovations. Plans are to offer a much more extensive food operation than before. The hours of food and bar-service operation will be from 4 p.m. until 2 a.m., every day. In order to accommodate guests who arrive before 2 a.m. and would like to order food, they have applied for an extended-hours permit allowing them to stay open beyond 2 a.m.; however, no alcohol can be served after 2 a.m.



Vera Ransom Remembered *continued from page 3*

her dashing husband, Bob Ransom.

If you listen closely now at the top of Telegraph Hill, you may hear the wild parrots squawking "Vera, Vera" wondering where this treasure of Telegraph Hill has gone. She is surely off on her next grand adventure.

VERA RANSOM — 'TRUE BOHEMIAN' OF TELEGRAPH HILL, 100 YEARS OLD

By Carl Nolte
San Francisco Chronicle Staff Writer

Vera Ransom was a lady out of another era on San Francisco's Telegraph Hill - a time when rents were low, and it was a neighborhood of artists and bohemians. When her long life ended in a San Francisco hospital on May 6, the neighborhood lost a beloved elder. She was 100 years old and had lived on the hill most of her life.

Mrs. Ransom was a fixture on Telegraph Hill - she attended nearly every neighborhood function, was a charter member of the Telegraph Hill Dwellers and had hundreds of friends. "Everyone loved her," said Rozell Overmire, who knew her well and interviewed Mrs. Ransom for an oral history of her life and times.

"She was a true bohemian in the best sense," said her niece, Toni McPheeters. "She did things no one else did."

She was born in Philadelphia on June 10, 1912, attended Vassar and the University of Pennsylvania, and moved to New York City. There she met a young man, and when he moved to California, she followed him, for love and adventure, she explained later.



Vera Ransom

After stops in Santa Fe and Los Angeles, she found a small apartment with a garden on Alta Street on Telegraph Hill. As it turned out, her boyfriend, whose name was John, was involved with someone else.

But Vera met a Stanford law student named Bob Ransom while walking a dog, and invited him to one of her weekend garden parties on Alta Street. They married in 1944, and for their honeymoon bicycled across the United States, not something young couples did in those days.

They seldom had much money, but they traveled everywhere: to Europe, to Africa, to Asia. Once they trekked from a remote area of China over the Himalayas to India, at a time when such adventures were only found in the pages of the National Geographic.

Though "they lived on a shoestring," as McPheeters put it, they were able to buy an apartment in a seedy area of Paris for only \$1,000 and lived there for a time every year.

Bob Ransom practiced law and Vera worked as a secretary both in the United States and Europe. They always returned to San Francisco and Telegraph Hill. "Her eyes would glisten when she talked about it," said Jon Golinger, another friend. "She felt that Telegraph Hill was a wonderland ... where everything was alive."

Her husband died in 1999, but Mrs. Ransom stayed on the hill in an apartment the couple rented on Montgomery Street. There she held a kind of salon, welcoming neighbors, serving them wine and listening to the neighborhood talk. "She was great company, a good listener, interested in everybody and what they had to say," said McPheeters.

Vera's Garden, a small plot at the end of Alta Street, was named for Mrs. Ransom by the city on her 99th birthday in 2011. On her 100th birthday last year, friends gave her a party at the Presidio, where she presided at the center of it all, like a queen, drinking wine and eating oysters.

The Ransoms had no children. She is survived by two nieces, Toni McPheeters of Laytonville, Md., and Terry Bisbee of New York City.

—Reprinted with permission from Carl Nolte, Columnist, San Francisco Chronicle



THD Oral History Needs Stories and Volunteers

Do you know someone whose story should be told? Are you interested in the narratives of North Beach and Telegraph Hill? Do you want to tell your story? If so, then the Oral History committee is looking for volunteers to seek out stories that capture the lives that have enriched and contributed to our sense of place, culture and identity. We would be especially delighted if you shared stories that contribute to our varied cultural, ethnic, economic, spiritual and gendered heritage. Please contact Carlo Arreglo of the THD Oral History Project at auntiestrophe@gmail.com

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Aquatic Park
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Fitness for Life

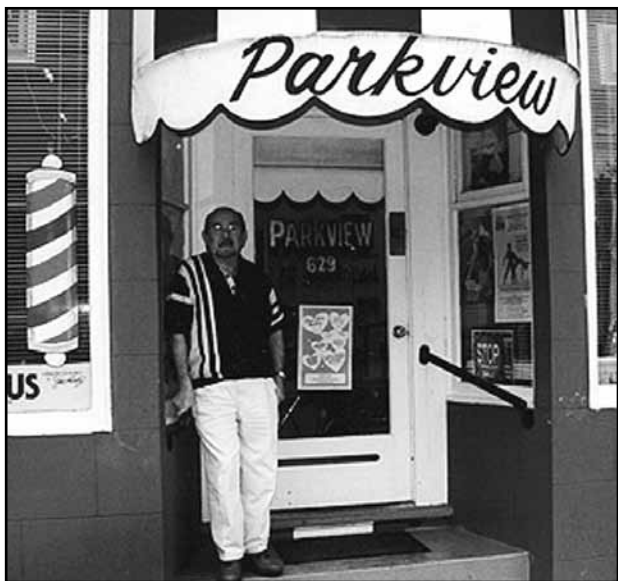
We're a lifelong fitness community:

We offer cardio/strength equipment and Zumba Gold, Pilates, QiGong, Yoga, Cardio Salsa, and Strength Training classes. Drop in for a visit!

Day visits \$6.00
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We're located at 890 beach street,
(ground floor in the Maritime Museum building)
Our phone number is 923-4482

THE PARKVIEW SALON



Joe Jachetta in front of his salon in late 1999

One of our beloved North Beach businesses has closed its doors. As of June 30, 2013, the Parkview Salon is no more. So here's a tribute and a look back.

By June Osterberg

One of the last vestiges of Little Italy – the Parkview Beauty Salon – has lamentably closed.

A most unusual hair-care shop, Parkview was on or near Washington Square for 65 years. For most of that time, it was owned and operated by Joe Jachetta, himself a rarity because he was a native of Telegraph Hill.

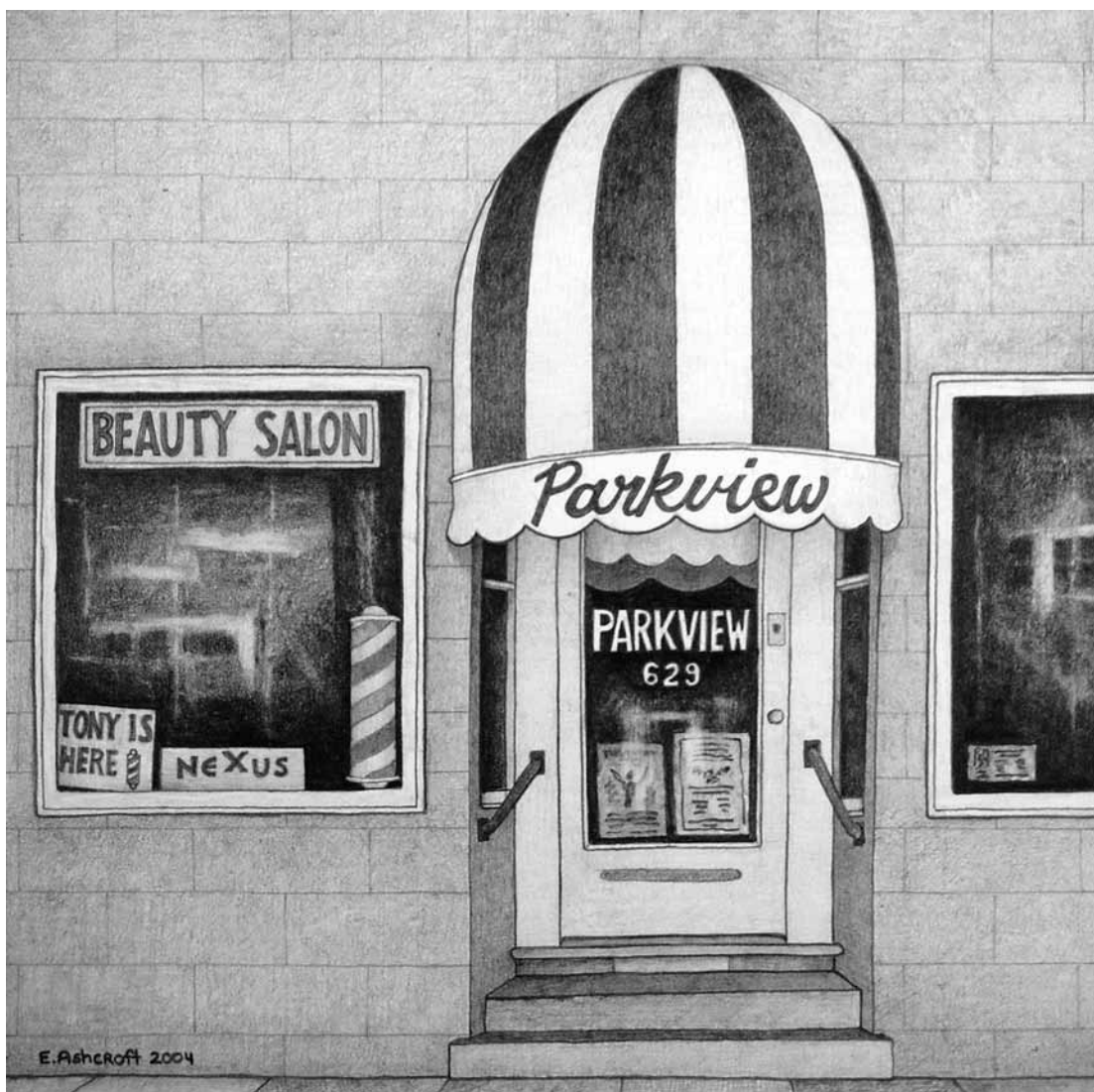
The charming and playful Joe and his remarkable place have been the subject of two previous articles in *The Semaphore* — “The One That Got Away” in Summer 1989 and “Fifty Years on the Square” in the Spring 1998 issue. The following reprints of delightful days at Parkview is a reluctant, but affectionate, farewell to that sunny oasis in rapidly changing North Beach:

Joe and the devoted Parkview clientele grew older, of course, and he retired. Before leaving his beloved place to Christine Marchesotti of Stockton, he had asked both Tony Balistreri, the well-known barber (besides himself), and Rosa Crivello, the indispensable hairdresser, if either would take over management after all these years, but they both declined the offer.

Parkview then underwent sweeping changes that did not find favor with many of the longtime Parkview people. Business declined in the post-Joe years. At the end, Rosa went to work at Tony's Hair Studio (no relation) at 847 Columbus Ave., where the sound of Italian may still be heard. Tony took his great barber's chair to Charmante at 546 Columbus. Manicurist Nancy Tran is now at a relatively new shop, Studio Tucson, at 850 Greenwich. Italian also continues to be spoken at the San Francisco Italian Athletic Club at 1630 Stockton, and also at a Sunday morning Mass at SS. Peter and Paul Church at 666 Filbert St. Both still very Washington Square.

Telegraph Hill's Audrey Tomaselli's excellent interview with the unforgettable Joe Jachetta is part of the THD Oral History Project. It can be read at the North Beach Branch Library, which is undergoing its own vast changes.

If you would like to read the Joe Jachetta interview, or any others from the THD Oral History Project collection, the full transcripts are available at the North Beach branch of the San Francisco Public Library and at the San Francisco History Center at the Main Library in Civic Center. They are also available at the Bancroft Library at UC Berkeley. If you are a member of the Telegraph Hill Dwellers, you are welcome to borrow any of the transcripts from its Oral History Lending Library. For more information, please contact Semaphore editor Catherine Accardi via e-mail at caacat@comcast.net, or by phone at 415-830-7620.



Parkview Beauty Salon – Original drawing by Elizabeth Ashcroft

CREDIT: COURTESY OF THE ARTIST

To see more of Elizabeth's North Beach drawing series, stop by her booth at the “Festa Italiana” on Stockton @ Washington Square Park on Saturday, August 17th from noon to 6 p.m. She will also be exhibiting as part of a group show, “Nature Transformed,” at Live Worms Gallery on Grant, opening Tuesday, August 13th through the 15th — or visit her website at www.artbyashcroft.com.

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FIFTY YEARS ON THE SQUARE

By June A. Osterberg

Fifty years on Washington Square! Congratulations to Joe Jachetta and his Parkview Beauty Salon on their Golden Anniversary.

Parkview is not misnamed. Joe began his salon in the Palace Theater building on Powell Street in 1948. His partner at the start, and for 34 years, was Philip Calhoun. Many of Joe's customers today have been with him from the beginning. After a few years, Parkview moved up to the corner of Powell and Union, where Joe and company held forth for 31 years, until steadily increasing rent costs forced him to think seriously about retirement. There was widespread consternation that this valuable neighborhood resource was going under because of rent gouging.

At the last screaming minute, Dennis Denlinger, popular Parkview hairdresser, spotted a For Rent sign just up the block on Union Street—right on the park—next to Mario's Bohemian Cigar Store. Joe struck a decent deal with his new landlord and transplanted his clubby shop for the second time, still in view of Washington Square. This happy example of survival was chronicled in the June 1989 Semaphore, under the headline, “The One That Got Away.” Many Dwellers will remember that there was a disturbing and destructive boosting in commercial rents in the '80s (and still going on in the '90s), and this article centered on the one threatened North Beach establishment that wasn't sacrificed to unbridled greed.

During the years at Powell and Union, Rose Pistola and her husband operated their bar a couple of doors north, later to become famous as the Washington Square Bar and Grill. Joe did Rose's hair in those days, and still does today. Fifty years with the same hairdresser!

Parenthetically, Joe helped Rose celebrate her 90th birthday, February 7, at the celebrated restaurant bearing her name. What did he do first? He did her hair, of course. Among other ladies who have had their hair done by Joe for 50 years are Inez Belli, Connie Colani, Tillie DiAquist, Louise Demartini, Norma Lavarini, Gemma Rossi and Josephine Vangelisti. As may be

deduced from these Italian names, Parkview is a vigorous outpost of the Mediterranean flavor of North Beach that existed for so many years, and not merely a remnant of a time long past.

Parkview now also has a well-known North Beach barber with a devoted clientele of longstanding, presiding in the left window of the shop. If Tony Balistreri cuts your hair, you get to sit in an absolutely wonderful chrome and leather barber chair. Susan Morrash is the lady barber at Parkview, and she also has a faithful following.

To complete the picture of a place with a heart which offers an essential service, Rosa Crivello is on hand, the last part of every week, to do women's hair. Dennis had a big retirement party in At Bocca restaurant a while back, but he still comes in part-time to take care of his longtime customers.

Along with its hair services, Parkview is a convenient place to leave one's clothing for cleaning.

Joe Jachetta established his business after World War II Army service. He was one of several local ex-soldiers honored at a ceremony with a medal inscribed, “With abiding gratitude for your role in the liberation of Jews and others from the horrors of Nazi concentration camps, 1933-1945.”

Joe and his wife Lucy celebrated their 50th wedding anniversary last year. Joe has a beautiful tenor voice and has sung in many of the revues done from time to time across the park at SS Peter and Paul church to benefit the the Salesian Boys' and Girls' Clubs. Joe will do his famous Tevia, singing “If I Were a Rich Man”, when the talented Salesian kids and alumni and friends do another terrific show at the church April 24-25-26 titled, “Music of the Century”. Joe swears it is his farewell appearance on the stage. After 50 years in business, Joe has given a bit of thought to hanging it up, but he has made a promise to his charter customers. He has told the ladies that he won't quit as long as they live, and he lives. Here's hoping that quitting day is a very long time in the future. *Salute*, Joe Jachetta and Parkview people! ■

The One That Got Away

We have been watching them go down, fold up, vanish. One by one, the neighborhood businesses that we have depended upon — the places where we eat and shop and get things fixed — have been closing. Some have gone quietly, and some have shut up shop with a bang.

In quick succession we lost Luigi's, Vanessi's and Enrico's. Prior to these severe losses there was the greatly regretted departure of Gloria Delicatessen and the tragic demise of Nordica Scandinavian Furnishings and its owner Henrik Jorgensen, to name just two of the grand old North Beach institutions brought down by intolerable rent increases.

Almost every block has one or more empty storefronts owing to unbridled greed.

But amongst all the casualties we have A Survivor! Hallelujah!

In a singular feat Joe Jachetta and his Parkview Beauty Salon, a fixture at the corner of Union and Powell for 31 years, found a new spot in which to serve his affectionate customers and friends, and to have fun.

Parkview never has been just a typical hair store. It always has been a small-town-friendly, have-a-cup-of-coffee type gathering place, a place to catch up on neighborhood news. Parkview still radiates the old-time Italian/Bohemian spirit which prevailed in North Beach for decades. It is a reflection of the congeniality and hospitality of Joe Jachetta.

But it was a down-to-the-wire crisis. For years Parkview absorbed rent increase after rent increase. Joe and his staff worked harder and longer hours. Joe kept adding to his services to try to keep up with the spiralling cost of renting that prime corner. Parkview even became a Coit Cleaners outlet along with the cutting

and styling of hair.

The constant threat of higher and higher rent was taking the fun out of running Parkview, and the insecurity about being able to stay in business was taking its toll on Joe's health.

He was sure there was no other suitable location nearby with a reasonable rent. He decided to retire. All of his customers and friends were devastated.

Salvation did not come on a galloping white charger. It came from Dennis Denlinger, who has been a hairdresser at Parkview for 17 years. He told Joe that he had seen a FOR RENT sign on the window of the space on Union Street next to Mario's Bohemian Cigar Store.

Not only was this small spot close by (and right off Washington Square), but the rent was fair. The deal was made in a jiffy.

A grateful sigh of relief was heard up and down Union Street.

The physical move was accomplished with what Joe calls "kid power." Joe and his wife Lucy have six grown sons and daughters. They are Linda, John, Jim, Laura, Stephanie and Rossana. The spouses pitched in, too.

Despite the reduction in floor space from 1200 square feet to 600, Parkview was transplanted without a hitch. As Joe put it, "I turned the key in the old place on Saturday night, and Tuesday morning put a new key in a lock a block away."

All the trappings of a beauty shop in business for 41 years were relocated in two days, and the dryers and other equipment fit into the nooks as if planned by a designer.

"My kids built me a playhouse," Joe said proudly.

Joe is North Beach all the way. He was born on Vallejo Street. His father was born on Varennes. His mother was born on Broadway. His maternal grandparents were from Genoa, and his father's family were Calabrese. His grandfather was one of the first cooks at Fior d'Italia, when it was on Broadway. Family weddings have been at Sts. Peter and Paul,

and Joe, who has a beautiful voice, has sung at the ceremonies.

Joe doesn't speak ill of anyone (even threatening landlords), but he talks with the most affection of his late mother. Because she had the advantage of being born in this country, she helped the people who came over from Italy, with immigration papers and the problems of settling in a new land. If a neighbor was ill, it was she who went to his aid. "She took care of the whole block," Joe remembers. She was the driving force behind the PTA at Francisco Middle School and was president of the Catholic Ladies Aid at St. Francis of Assisi.

"She had a welfare system of her own," Joe said. He recalls fondly that when she was in the hospital for 16 months and her fellow patients were discouraged, she would say to the women: "My son will do your hair!"

Joe opened Parkview in 1948 on Powell Street next door to the old Palace Theater, now Pagoda. He had learned hairdressing at the California Beauty School on the G.I. Bill of Rights. The move to 701 Union Street occurred in 1958.

The tradition of bringing goodies to Parkview continues at the new site. There is always a platter of sweet rolls or doughnuts or a frittata or a cake that a customer will have brought for everyone.

And at the grand opening March 4th so many people came carrying gifts of food, such as smoked salmon and bagels and an eggplant dish and stuffed veal and cookies, that it was a Biblical loaves and fishes situation. As a plate emptied it would be replaced by another. The champagne flowed freely all day.

The merriment continues on a daily basis. The same talented people still work for Joe. They are like family, he said. There is no more talk of retiring. As Joe put it, "If I had had to retire, I would have to find another place to have fun."

June A. Osterberg

**From the Editor's Desk —
More on the Parkview**

By Catherine Accardi

It is true that the Parkview Salon did have a great view of Washington Square and did provide its name, but no one could argue that this neighborhood icon was really all about the employees and the customers. So, on June 19, I spoke with Christine Marchesotti and asked her to share recollections of her years as owner of the Parkview Salon.

I understand you purchased the salon from Joe Jacketta. Tell me about that.

Christine: Joe told me he was going to leave the salon to me. Absolutely not, I said. My station was in the corner and I made it my new home. The area needed updating. So I cleaned, threw things out, brought my equipment in.

How long have you been in business in North Beach?

Christine: I left Stockton to start a new life in San Francisco 14 years ago. My son told me that I needed to move to San Francisco, because this is where he sees me. As nervous as I was about coming, I did as he requested. Why couldn't my kids listen like that!

What are your fondest memories of Parkview?

Christine: My fondest memories would be working with this great crew and the customers. We value each and every person that came through our doors. Parkview had a great family, friendly atmosphere. Everyone knew each other. We have clients from all over the world. When they return on vacation, they always look us up. This is a very sad time for us, but the time has come to move on to our next venture.

Tony started at Parkview 20 years ago. He has been cutting hair for 43 years in North Beach — Six years on Market Street at Eighth, at James International, at the Whitcomb Hotel. In my heart, Tony is the only barber in the world. He has great reviews on Yelp. Follow Tony to 546 Columbus Ave.

Rosa Crivello worked with Joe since 1975. Rosa's passion for hair has not faded. She started her career with Rosalie's on Stockton and Broadway. Rosa is currently at Tony's Studio on Columbus Ave.

Nancy was with Parkview for five years. What an addition for our nail care department! She is a master in manicure and pedicure. Her new location is 850 Greenwich St.

Irene Dimitrijevic was with Joe since 1995. She will continue to work in San Francisco.

Julie, Susan, Jay, Gloria and Denny all worked here also.

Let's close this tribute to the Parkview Salon with Joe's own words from his 1999 interview with Audrey Tomaselli:

"Some of my customers have been coming to me for 50 years. And I haven't burned out because I enjoy center stage; I enjoy what I do."



Christine Marchesotti
PHOTO CREDIT: COURTESY OF CHRISTINE MARCHESOTTI

HELP THE 'HOOD

Shop Locally

"BY THE WOMEN, FOR THE



By Jennifer Consalvi, Krista Dossetti and Julia Dondero

There are few people who realize the importance of preserving the Italian culture and heritage, and fewer still who act on their awareness. Our existence is important, and we are fueled by a united source of inspiration that draws equally upon women rich in wisdom, young at heart, all bursting with ideas and hope. We are accountants, marketing executives, bankers, nurses, artists, singers, seamstresses, businesswomen, daughters, mothers and grandmothers: We are passionate and unique in our mission, and our efforts are not duplicated. We are Le Donne d'Italia.

Seven years ago, I, Jennifer Consalvi, a 21-year-old

girl from Orange County, moved to San Francisco. I grew up in a family that held its Italian traditions near and dear, yet there was little Italian identity in my all-American hometown. So, as you might imagine, when I first saw the checkered tablecloths of North Beach, gazed at the meat and cheese in the window at Molinari's, heard Italian being spoken inside the shops, I felt an indescribable sense of pride. Somehow, not so far from where I was raised, there was a place I could truly call home. I quickly became acquainted with the San Francisco Italian Athletic Club (SFIAC) through my avid adoration of all-things-Italian; the Columbus Day Parade was always my favorite because it gave me

the opportunity to practice my Italian with old-timers and hear stories of their youth. It wasn't long before I began meeting the women of the neighborhood, too, and realized the critical role they played in each and every community activity — fundraiser, political initiative, potluck and so forth. Everywhere you looked, Italian women were there, sharing their history, recipes, traditions and laughter. That's when it dawned on me. Young as I might be, I was one of these women, too, and we needed to come together to continue sharing our Italian heritage with each other and the neighborhood of North Beach — a place that represents the struggles and ingenuity of our immigrant past and needs preservation to survive.

Fast forward many months and informal gatherings later and Le Donne d'Italia was born. Thanks to the hard work of women who felt just as I did, that the Italian people who built North Beach were worth honoring and remembering so that a new generation of Italians could continue to prosper in the community, we are now in our third year. We couldn't have done it without the enduring support of SFIAC, where our fledgling sisterhood formed on the third floor overlooking Washington Square, or the constant devotion of our founding officers and members and committed board members.

Le Donne d'Italia is comprised of women of all ages, whose legacy spans the whole of Italia, from Milano to Sicilia. Our mission is to promote and preserve the Italian culture in North Beach, while strengthening the heritage of Italian women through friendship and community. We hold monthly business meetings in our birthplace at SFIAC, as well as a variety of social gatherings and excursions in San Francisco and beyond. Some favored events include our flagship fundraiser Bubbly & Bingo, Giants' Italian Heritage night at AT&T Park, regular happy-hour gatherings at Dell'Uva, trips to the Italian ballet and any excuse we can find to share good



PEOPLE: LE DONNE D'ITALIA"



wine and food and support Italian-owned businesses in the area.

Three types of membership are available through Le Donne d'Italia that have been designed to cater to all women in the community: Italian membership, honorary Italian membership and junior membership. Italian members are women of Italian descent; honorary members are women who are passionate about the Italian culture, engaged in learning the Italian language or are Italian by marriage; and our junior membership is for Italian girls ages 13 to 20. This last segment of our group has become especially near and dear to the heart of Le Donne d'Italia, as we recognize that these young women will carry on our mission into the future.

We have been inspired to engage in mentorship with our junior members, helping them gain the skills they will need to be successful women such as public speaking, forming and proposing ideas in their community and planning, promoting and holding their own Italian heritage events.

Le Donne d'Italia is now undertaking our greatest endeavor yet: To commemorate the history of North Beach through photos that immortalize our past. The road ahead is long and arduous, but it is our hope that we will be able to create a living history walk with permanent plaques on locations of importance throughout the neighborhood. In addition to increased membership, we are asking anyone and everyone in the com-

munity who has a story to tell and a photo to share to reach out to us. It's true that we will need generous donations, grants and other resources to accomplish our goal, but the most critical aspect will be to research and locate images that encapsulate the Italian heritage, historical moments and everyday life of real Italians who have lived in North Beach. If you have any additions you think might help in our efforts please contact Jennifer Consalvi @ jconsalvi@ledonneditalia.com. Please visit our website to see what we've been up to and for future events at www.ledonneditalia.com.



PHOTOS: COURTESY OF LE DONNE D' ITALIA



UPPER GRANT AVENUE FAIR • NORTH BEACH FAIR • NORTH BEACH FESTIVAL

BY ANY NAME YOU WANT TO CALL IT, THIS EVENT HAS A LONG AND COLORFUL HISTORY.

Today what we call the North Beach Festival began in 1954 as the Upper Grant Avenue Street Fair. It was the progenitor of all the street fairs, festivals and streetscape events that exist in this country today. It was one of the earliest counterculture iconoclastic artistic events originating in San Francisco. And it was the creation of local merchants and artists and had great community support and participation.

—Daniel Macchiarini

Son of Peter Macchiarini, founder of the Upper Grant Avenue Street Fair

Recently, Daniel wrote a report to the North Beach Business Association (NBBA), of which he is a member, about the North Beach Festival (NBF). He has shared that report with the editor, portions of which are reprinted below. Dan clarified that the report is not the official position of the NBBA at this time, but simply reflects his observations, concerns and evaluation of the current state of the NBF.

Report on 2013 North Beach Festival

I am writing this report so the rest of the NBBA Board will understand my position on the current state

of our NBF and, hopefully, to contribute to a long range positive vision for the event. Truth is, I am in a quandary about the NBF at this time because

I do not think there is a clear purpose for the event. As NBBA we have not defined this either. I will outline this problem further on in this report so some thought can be given to it before our upcoming discussion at our next board meeting.

Overall, many of my observations for this year's festival were positive and the ones that I view as negative concerning vendors are not directed at Steve Restivo nor his orga-



Above is shown the first Upper Grant Ave Street Fair committee made up entirely of artists and merchants, including Rhoda Pack, Gretchen Macallister, Herman Baker/Yone, Lloyd Demerick, Peter Macchiarini and Kenneth Kneelings

PHOTO CREDIT: COURTESY DAN MACCHIARINI



State Senator Milton Marks raising the Street Fair Flag with Upper Grant Ave Street Fair Director Peter Macchiarini, 1971.

PHOTO CREDIT: COURTESY DAN MACCHIARINI



The North Beach Festival, June 2013

PHOTO CREDIT: CATHERINE ACCARDI

nization and staff who, after working directly with him and them, I have the greatest respect for.

Positive Developments — Washington Square Park

The top of this list has to be the control of the WSP which was the result of our organization working well with Steve's organization who did "social media" outreach, SF DPW who provided extra garbage cans for the park, Central Station SFPD who did a fantastic job of patrolling the park and our signage urging people not to use WSP as a booze lounge.

Note should be made that the Saturday of the NBF was cold and overcast which "knocked down" a lot of the drinking but still I believe our coordinated effort made the major positive difference from the trashing the park took last year.

Conclusion

The NBF is clearly a long, long way from its origins out of the Upper Grant Ave. Street Fair which was an event which had its roots in the unity between artists, merchants

and residents of North Beach but transcended into a national and, at its height, and international cultural art event drawing artists participants as well as patrons from around the world.

Cross Roads

It is clear to me that we, NBBA, have a decision to make. I will pose for decision, a set of questions I think we all should think about in order to come up with a real 21-century event which represents North Beach if this can be done.

For better or worse, there have indeed been changes to a celebration that began six decades ago. By whatever name we want to call the oldest urban street fair in the world, it happened once again, for the 59th time, on June 15 and 16, 2013. These images speak for themselves.

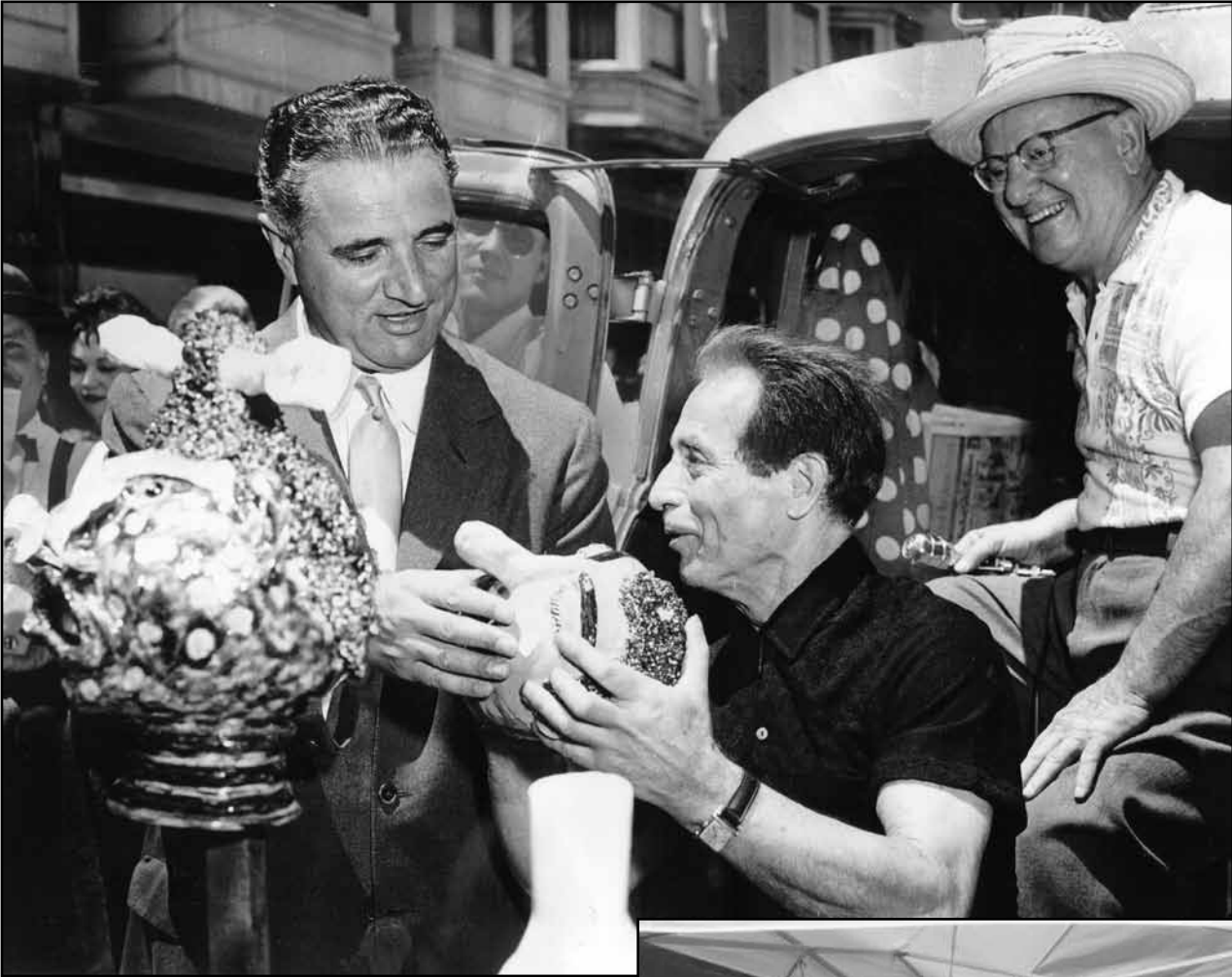




ruth weiss reads at the Grant Avenue Fair in 1960.
PHOTO CREDIT: C.R. SNYDER, COURTESY FOUNDSFORG



Mid-1970s Upper Grant Ave Street Fair street crowd scene.
PHOTO CREDIT: COURTESY DAN MACCHIARINI



San Francisco Mayor George Christopher (left) and artist Beniamino Bufano, June 16, 1958.

News copy of the day read: 'Sculptor Benny Bufano (center) and Mayor George Christopher, a surprise visitor, inspect some of the works of art at the upper Grant Avenue Fair yesterday. The fair, which had to fight for its existence is the face of opposition from both police and fire departments, drew some 35,000 visitors. Works of some 70 artists were displayed.'

PHOTO CREDIT: COURTESY OF THE SAN FRANCISCO HISTORY CENTER, SAN FRANCISCO PUBLIC LIBRARY

(below) Marge Savo & Dawne Bernhardt work the THD booth at the North Beach Fair in 2001.

PHOTO CREDIT: MORTON BEEBE.)

THD BOARD MOTIONS FOR THE MONTHS OF APRIL-JUNE 2013

By Mary Lipian
THD Recording Secretary

April 2013

Motion: That \$250,000 be designated from the Jack Early Tree Fund for tree pruning in Washington Square Park. **The motion passed.**

May 2013

No motions.

June 2013

No motions.





PARKS, TREES & BIRDS REPORT



By Co-chairs Carlo Arreglo and Judy Irving

News From Co-chair Judy Irving

I'm trying to find out whether it's feasible to plant native evergreen shrubs along the upper Filbert Steps on the west side of the Hill, in the trashed-out area between the Steps and Telegraph Hill Blvd. The issue is water: The Department of Public Works has pipes running to that area, but apparently a pipe broke several years ago, the water was turned off and it's unclear whether we can get the city to fix the problem. If water can be hooked up again and a drip system put in, we could transform the little triangle of weeds, rocks and stumps at the top of the Filbert Steps into a lovely native-plant garden. If we choose evergreens such as manzanita, toyon, ceanothus, coffeeberry and wax myrtle, Jack Early's "Keep the Hill Green" Fund will pay for it! Tourists and locals walk past this area constantly, and it should look better than it does. If you're interested in volunteering to help with this garden project please get in touch: judy@pelicanmedia.org.

Bird News

It's the time of year when fledged birds have left the nest and begun the transition from downy plump balls to fiercely alive avifauna. The smaller, native cavity nesters, including Chestnut-backed Chickadees, House Finches and Pygmy Nuthatches, have we hope successfully competed with introduced species such as House Sparrows, Red-masked Parakeets and European Starlings for tree cavities to raise their young and add to the biodiversity of the Hill. Check out Pioneer Park and you may see and hear fledglings trailing their parents and loudly begging for food before they begin their dispersal to their own locales. Fall migration is virtually on top of us! Who knows what birds may cross our bins?

Telegraph Hill as Patch

Semaphore readers and Telegraph Hill Dwellers pride themselves on their intimate knowledge of people, places and history. How often do we apply this to the urban/natural world interface? One way to do this is through patch birding, or patch observation. What is patch birding, you may ask? Patch birding is simply regular observations of a specific area. It could be as

little as 5-10 minutes spent by the Tatiana bench off the Greenwich Steps or one hour at the Coit Tower South Lawn. The point of patch birding is to hone one's observation skills and to become intimate with birds and other fauna that frequent an area over time. It can be immensely satisfying to transform an LBB (little brown bird) to a Dark-eyed Junco or White-crowned Sparrow. Once resident birds become apparent, more unusual birds, especially during fall and spring migration, will stand out.

A patch can be your backyard, if you're fortunate enough to have one; it can be from a roof deck looking down to a patch of greenery, it can be any number of spots along one of the numerous steps around the Hill. Join me on a Golden Gate Audubon Society bird walk on the final Fridays of the month to learn more about birding and to develop a patch of your own! For more information on my Telegraph Hill bird walk and other fab birding in the city, go to <http://www.goldengateaudubon.org/field-trips/upcoming-field-trips-2012/>, or, e-mail me, Carlo Arreglo, at arregloc@gmail.com. ✂



THD SOCIAL COMMITTEE REPORT

ITS SUMMER IN NORTH BEACH AND THE FOG ROLLS IN



By Lynn Sanchez

June started off busy, busy with the 58th Annual North Beach Festival, the opening of the much anticipated Exploratorium and the start of the America's Cup Races.

The North Beach festival opened to good crowds, a new fine-art section on Upper Grant Avenue and bands playing some great jazz. There was jewelry designer

Sasha Samuels offering her one of a kind pieces . . . stunning. Sasha had studied design in Italy and her jewelry reflects this background.

As always, there was much to see and, of course, eat throughout the day, a lot of fun despite the weekend being thick with fog and very windy. Next was the long awaited America's Cup Races. Who would actually be sailing?

All drama aside, it was worth the sight of the first sail and watching the impressive crew on those tricky turns — nice to have a helicopter overhead, too. I found myself watching the helicopter through the fog, I could then sort of figure out where the boat was. Hope everyone is able to catch some of the races.

The Exploratorium will be next to visit with friends. I have heard about exciting exhibits and the larger space is what everyone wanted for this new site. The San Francisco museum has offered free admission to public school teachers, sponsored by Genentech, for the next two years to see the Exploratorium's new home.

Upcoming THD social events:

- Sept. 15, 2013 — Calhoun Street Block Party
- Oct. 20, 2013 — Social Mixer at Fior d'Italia
- Nov. 4, 2013 — Don Pistos

Enjoy summer in the city and hope to see you at some THD events! ✂

LOCAL BARKEEPS TO TELL TALES

By Carol Peterson

North Beach has provided a cozy home for the drinking classes since 1861 when the Saloon, then known as Wagner's Beer Hall, took root on what is now Grant Avenue. Claims that some of the original denizens are still bellied up to the bar have been pretty well discredited, but other outlandish tales of bibulous adventures still ring true.

Four savvy veterans of the North Beach bar scene will be on hand at the THD Art & Culture Committee's September Salon, "Behind the Plank: Bartenders' Tour of North Beach," to spin their own watering-hole yarns. Enrico Banducci may no longer be catering to the "sable and sandal set" at Enrico's, and Henry Lenoir of Vesuvio's sold his last Beatnik kit long ago, but those fortunate enough to attend this event will be privy to tales of the Golden Age of North Beach saloons from folks who "knew it when," as well as insights into the rambunctious bar scene that is still with us.

Details of the event appear below:

THD'S ART & CULTURE COMMITTEE presents

Behind the Plank: A bartender's tour of North Beach

Moderator — Mal Sharpe, musician & Man About Town
Panel: Janet Clyde — Vesuvio
Flicka McGurrian — Pier 23, Sweeties
Ward Dunham — Enrico's
Adam Richey — Original Joe's

Where: Canessa Gallery, 708 Montgomery, SF
Info: 415. 843.1011 or artandculture@THD.org
When: Wednesday, September 25, 2013
Time: 7 — 9 pm. Doors open 6:30 pm.
Cost: \$10 pre-event \$15 door
Reservations: <http://www.thd.org/art-and-culture/> — pay by PayPal.

Mail checks to: Telegraph Hill Dwellers, THD Behind the Plank, PO Box 330159, SF 94133 by 9-21-13.
Delicious complimentary food. Drinks by donation.

Thanks to: Matcho, BaskSF, Original Joe's, Tony's Pizzeria, Café Divine

ALL-SAN FRANCISCO SYMPHONY CONCERT

Once again THD is purchasing tickets for the 35th annual All-San Francisco Concert on Thursday evening, September 5th, at Davies Hall. Tickets cost \$10 each and THD members may request up to two tickets via mail.

The tickets will be delivered to us in mid-August and we will mail them to you then. We are requesting 32 tickets, the maximum allowed any neighborhood organization; it is hoped we will get our full allocation. This is a wonderful event. If you have not attended before, and love symphony music, it is highly recommended. Michael Tilson Thomas makes a point of always directing this concert and this year violinist James Ehnes will be on the program. If we still have tickets available, we will send out a reminder e-mail later in August. Usually that is not necessary, so book early.

Please mail your ticket request along with a check (made payable to THD) to:
THD, Attention: Symphony Tickets
P.O. Box 330159, San Francisco, CA 94133.
—Lynn Sanchez, Social Chair, and Tom Noyes, Treasurer

LAUGHTER ON THE HILL — A TOAST FROM A SATYR

By Margaret Parton

(Excerpted and edited by William Pates)

We are continuing the adventures of Margaret Parton, whose 1945 memoir, *“Laughter on the Hill,”* is a North Beach classic. In this episode, Margaret’s job interviews don’t go as planned.

I do not know who the hellcats are who run employment agencies, but I am sure that they came from the womb spitting and clawing. I can never understand why almost all employment agents are insolent, disparaging, beady-eyed, middle-age females -- or why they invariably wear their hats in the office.

I had walked into their offices in New York and crawled out under the door. It was the same in San Francisco, only I didn’t even have to leave. I just evaporated with humiliation, leaving a slight moisture on their faces and an echo of hissing in their ears.

Name?

Date of birth?

Address and telephone?

Manual skills?

Experience?

I listed the radio station where I had handled the news programs; the research work for the Institute for Propaganda Analysis; *Liberty* and *True Story* magazines, for which, Lord help me, I had been a publicity assistant; a year’s work on the editorial staff of *The New Yorker*.

Sharp eyes dart over the record, then switch to you, dig under your fingernails, behind your ears. You feel like sitting down, but you are not invited. There is perspiration on your forehead, but you forget to bring a clean handkerchief.

“All your experience was in New York?”

“Yes. Yes, it was.”

“Hmf! Well, you’ll find we don’t have the *fancy* jobs out here that you’re accustomed to.”

Let it pass. Westerners resent what they call “New York chi-chi.”

“Can you operate a switchboard?”

“No, I’m afraid not.”

“A Dictaphone?”

“I could probably learn.” She looks as if she didn’t think so.

“You say you’re a writer, so you probably can’t really typewrite.” It is a flat statement, and you are put in the position of ejaculating, “I can, too!” which sounds petulant, or saying nothing at all. You are silent.

“No shorthand, of course.” It is another assumption, and you greet it with another apologetic silence. She looks over the record again and sighs.

“Well, I’m afraid you really don’t have anything to offer an employer,” she says.

You ooze out, thinking that, after all, she’s probably right.

That was the pattern at the five agencies I doggedly visited in the next two days. But at the sixth I ran into luck. In a cool and spacious room in an historic Market Street office building, the sixth employment agent wasn’t wearing her hat, and she wasn’t wearing her shoes, either. In keeping with the others she had an imposing superstructure, and her eyes were sharp, but she smiled at me when I came in, and she gestured almost languidly at her stockinged feet.

“It’s so hot,” she said. It was — for San Francisco. Almost 65 in the sun. If it ever gets up to 80 all the offices close.



Margaret took the Hyde Street cable car to meet Satterthwaite Hopkins Wallingford

So I sat down and unburdened my soul, and after a while she went out to get Cokes from the machine in the hall.

“Poor child,” she said, handing me a straw, “you have been having a time, haven’t you?”

I still clutched a silver dollar, but I knew enough to be honest when luck and desperation met.

“Look,” I said, “there’s something I haven’t told you, or anyone else. The fact is that one summer when I didn’t have much else to do except think about a guy who wasn’t in love with me, I went to secretarial school. I did learn shorthand. I’ve never had to use it in any of my jobs, but I’m still pretty fast. I’ve been practicing with the radio.”

She perked up considerably. “In that case,” she said, “I think I have a job for you. As a kind of editorial assistant to a man who writes motion pictures and plays. But you’d have to take a few letters and shorthand, now and then. Thirty a week.”

Hallelujah, Eureka, and Praise to the Gods of Working Women!

“There’s just one thing,” she said, hesitantly. “This man is a little, *er*, eccentric. I’ve sent him five girls in the past two months, and none of them has quite, *er*, worked out. So he’s asked me to send him any potential employee to his wife for the preliminary interview.”

And what was the name of this eccentric genius?

“Satterthwaite Hopkins Wallingford. A very old California family.”

I might as well say right here that Satterthwaite Hopkins Wallingford was not his real name.

The next morning, as I trotted down the hill toward the streetcar which would take me to my interview with Mrs. Wallingford, I was wafted along by a mixture of apprehension and elation.

I needn’t have been. Mrs. Wallingford, who lived with her husband in a sprawling house and garden on Russian Hill, was Spanish. One of those charming “put-you-at-ease” internationalists, she seated me on the deep couch in the living room, produced a glass of dry sherry and for half an hour chattered inconsequentially about the swimming at Cannes, the tennis at Deauville.

At the end of half an hour, she asked me one or two questions about myself. Then she bit her fingernails for a second and studied me.

“You will do,” she said. “You will be perfec’ for my husban’. But, of course, he must approve you first.” She asked me to wait in the garden and in a few moments she came out with a slip of paper.

“He will see you now,” she said. “Here is his address. It is the apartment where he works.” She said good-bye to me with a look of sympathy on her face.

The cable car dipped sharply down Hyde Street toward the bay, and I skidded forward on the long open-air seat. I climbed off the car at Bay Street and easily spotted the garden entrance to the three-story wooden apartment house Mrs. Wallingford had described.

Inside, at the head of a long flight of stairs, stood a stocky individual who looked like a dignified wrestler.

“Mr. Wallingford?”

“I am Mr. Wallingford’s man,” he reproved. Humbly I told him who I was, and he disappeared to make my presence known to the master.

Although outside the day was a glorious blue and gold, the heavy curtains in Mr. Wallingford’s living room were drawn almost closed. Electric lights behind brown parchment shades burned dimly through the clouds of cigarette smoke which filled the room. The smoke was exotic, pungent, Turkish. Suddenly, through the heavy blue layers a yellow claw emerged. The fingernails were long and curved, dyed ocher with nicotine. Shuddering, I shook it briefly.

The voice that went with the claw spoke at last.

“My dear,” it said, “it was so utterly charming of you to come. I do need help so desperately.”

“Not at all . . .”

The claw moved the curtains a few more inches, and a withered face loomed through the smoke. Small bright eyes with puffed pink lids above them stared at me.

He was of medium height and slender build. A fringe of pink hair half circled his bald head. On his narrow face quivered an aristocratic nose, and beneath it was a pouting little mouth. His ears were pointed, and red-rimmed Harlequin glasses increased the pixy effect. He wore soft brown tweeds and a yellow ascot.

“My wife tells me you come from the East,” he began. “Fascinating place, fascinating. If I didn’t have the obligations of an old California family and all that sort of thing, I’d certainly live in New York.”

After a while I was allowed to tell him where I had worked. He clasped his wrinkled claws in ecstasy.

“Oh, my dear!” he cried. “How clever you are to have worked in such fascinating places . . . I’m afraid you’ll find me terribly dull.”

He retired suddenly into a melancholy dream, and I seized the chance to examine the bookcase. The titles in gold stood out: “*The Decameron*,” “*Poetica Erotica*.” Oh, dear. As I contemplated the bookcase the words superannuated satyr sprang into my mind. It was very rude of me, particularly as I had no proof that he was a satyr

continued on page 14



By Richard Zimmerman

The Art & Culture Committee will sponsor four salons in the coming year. Not all the subjects have been selected as of press time. The current choices:

Sept. 25 — Tales of North Beach — From the Bar Week of November 4 — Flash Art

Jan. 2014 — Open date

March 2014 — Susan Wels, author, “*San Francisco: Arts for the City — Civic Art and Urban Change, 1932–2012*”

The first salon promises to be a fascinating evening. Legendary radio personality, musician and humorist Mal Sharpe agreed to moderate the Tales of North Issue #203 • Summer 2013

ART & CULTURE COMMITTEE

Beach Salon, subtitled “From the Bar.” Potential panelists are being contacted. Tickets will go on sale soon, but attendance will be limited. Keep an eye on the Art & Culture webpage so you can make sure you will be in the audience for this blockbuster event.

Our Flash Art Salon will give local artists an opportunity to exhibit one example of their work in a popular venue for a short period of time. The venue and exact date will be decided soon.

The Art & Culture committee usually meets on the third Wednesday of the month. However, the next meeting will be on Tuesday, August 20, at Canessa Gallery, 708 Montgomery Street, at 7 p.m. Plan now to join this dynamic committee. There are many opportu-

nities to contribute.

Exhibits Around Town

The Contemporary Jewish Museum is now showing “Beat Memories: The Photographs of Allen Ginsberg.” This is a selection of photos taken by Beat poet Ginsberg of friends and lovers from around 1953 to 1996. The exhibit is an intimate look at some of the people in the Beat movement. Only a few of the pictures are from the San Francisco/North Beach area, but the exhibit is a captivating look at a bygone era. It closes September 8.



NEXT VILLAGE HOSTS ANOTHER JAZZ FEST

By June Fraps

Mal Sharpe and his Big Money in Jazz Band are featured in NEXT Village San Francisco's second annual fundraiser on September 22 at the San Francisco Italian Athletic Club on Washington Square. Enjoy a wonderful medley of jazz from the 1940s, '50s and '60s.

Join NEXT members and friends for food, drink and great music at this event to support the group that supports neighborhood seniors. Check www.nextvillagesf.org for ticket information.

NEXT Village San Francisco is a nonprofit organization providing residents of San Francisco's northeast corner with the confidence and practical means to live safely and comfortably in their homes and community as they age. NEXT Village is a member of CASE, Coalition of Agencies Serving the Elderly.



Legendary jazz singer Faith Winthrop, backed by Mal Sharpe and his jazz band.
CREDIT: COURTESY OF NEXT VILLAGE SAN FRANCISCO



Enjoying the music at last year's event: Foreground, from left: Bob Lee, Rod Freebairn-Smith; behind them, Dick Grosboll and Janet Crane; Lynn and Joe Butler on the couch.
CREDIT: COURTESY OF NEXT VILLAGE SAN FRANCISCO

THE CLIFF HOUSE CELEBRATES ITS 150TH ANNIVERSARY & TELEGRAPH HILL WAS THERE!

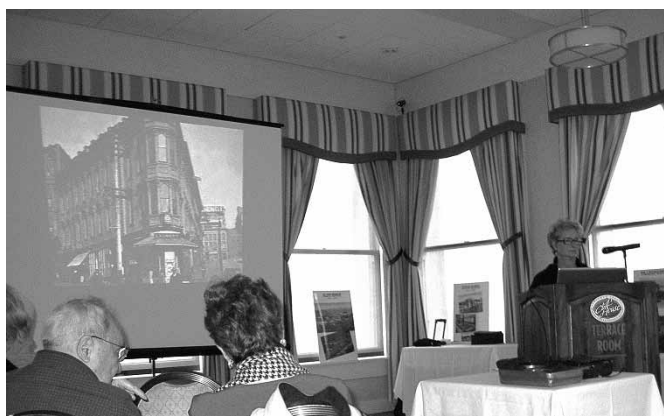
Two iconic San Francisco locations celebrated at the Cliff House History Days

The Cliff House might seem a bit removed from our Telegraph Hill neighborhood, but it's really all about perception. Amazing things can happen when San Franciscans celebrate local history, especially when the guest of honor is the Cliff House.

Citizens and visitors came together, on July 17th and 18th, 2013, in observance of the 150th anniversary of the Cliff House during Cliff House History Days. The two-day event included presentations by local historians along with numerous exhibits. Tables, artfully arranged with historic artifacts, books and ephemera, lined both sides of the Terrace Room, which came complete with thrilling views of the Pacific Ocean and Seal Rocks.

One of the speakers was Catherine Accardi, who made certain her beloved North Beach was included in the festivities. The standing-room-only crowd was an enthusiastic audience, marveling at more than 100 historic, vintage images from Catherine's two San Francisco books, "*San Francisco's North Beach & Telegraph Hill*" and "*Images of America - San Francisco Landmarks*."

All proceeds from Catherine's book sales were donated to the Telegraph Hill Neighborhood Center Senior Program.



Pictured on the screen is the "Gateway to North Beach," the intersection of Kearny and Columbus, originally called Montgomery Avenue until a name change in 1909.

THD MEMBERSHIP DUES INCREASE

By Scott Elliott
Membership Chair

As you know, the Telegraph Hill Dwellers was founded in 1954 and continues to stand out in the crowded field of San Francisco neighborhood organizations. We organize popular social events and work to address issues that might affect the character and unique quality of our neighborhood. THD also produces *The Semaphore*, one of the city's premier neighborhood publications and the only one that covers the history and events in the North Beach/Telegraph Hill area. Like many other nonprofit organizations, however, we face challenges in an era of rising costs.

Although THD is an all-volunteer group, we do require certain operating expenses that finance the kinds of services our membership has come to expect from us. When these expenses increase, we have to look at ways in which we can continue to offer our members the same types of benefits and more without compromising quality.

After much discussion among our board of directors, we have decided a modest increase in our annual membership dues must be implemented. The board

voted for an increase of \$5 across all membership categories as of **Jan. 1, 2014** as follows:

- Individual - \$35
- Family/Household - \$50
- Senior Individual - \$25
- Senior Household - \$40

The board of directors realizes that this dues increase may be a burden for some of our members. Because we value all our members and their commitment to this organization, we would like to offer our existing members the opportunity to renew their memberships at the current rates. If you renew your membership before **Jan. 1, 2014**, you can do so at your current rate before the new prices go into effect.

You can renew at the old rates on the THD website (<http://www.thd.org/join-now/>), or by mailing a check to: Telegraph Hill Dwellers, P.O. Box 330159, San Francisco, CA 94133.

Please add the note "early renewal at old rate" on either the online form or your check.

We thank you all for your continued support of the Telegraph Hill Dwellers and to our community.

Laughter on the Hill continued from page 13

and I never could remember exactly what superannuated meant anyway.

"You couldn't start to work right now?" he asked wistfully.

Don't be a mouse. Stand on your rights. Besides, you're hungry. "No, I'm afraid not till tomorrow," I answered. Gratefully, I saw that he took it well.

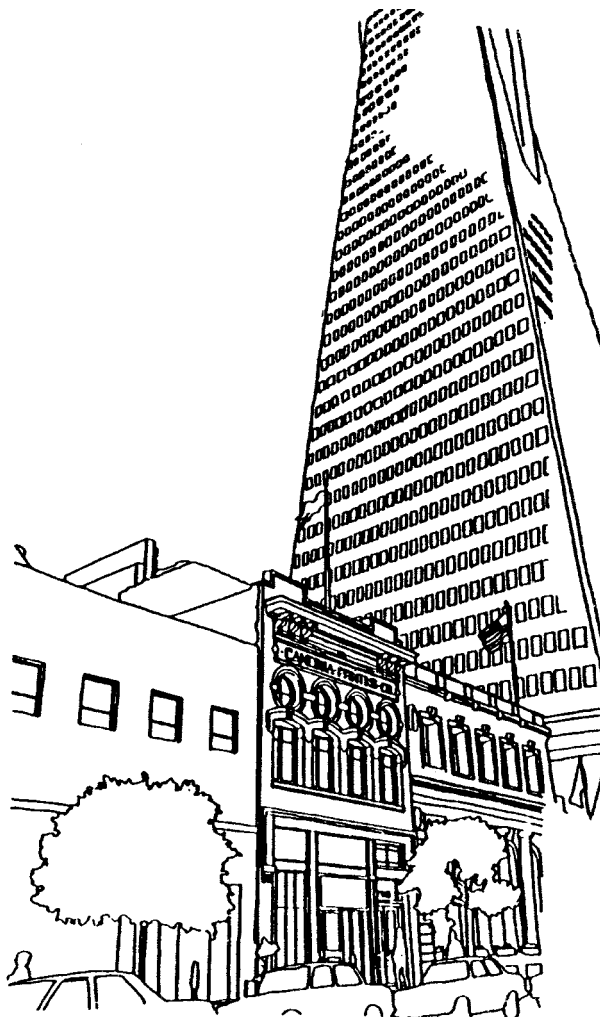
Jee-ames!" he shouted, and James emerged from behind two folding doors. "A bottle of champagne, James."

He lifted his glass with a gesture that was pure Monsieur Beaucaire. I could almost see the white lace at the wrist, the smooth silk over the delicate calf.

"A tes beaux yeux," he simpered. "And to our mutual success!"

I danced home and borrowed \$5 from Val on the strength of a sure-fire paycheck to come, bought a gallon of white wine and a pound of salami and telephoned everyone I knew to come right over.

They came, they drank, they listened to the description of my afternoon with a satyr, and they laughed. But they didn't believe a word of it.



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THD COMMITTEES NEED YOU

Get involved in our neighborhood and make a difference! Contact a THD committee and help keep the Hill a special place to live.

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Visit the THD website to explore a wealth of neighborhood history and get the latest information about what's happening on the Hill.

TELEGRAPH HILL DWELLERS

Schedules of Committee Meetings

PLANNING & ZONING: Last Thursdays. Call for time and location. 986-7070, 563-3494, 391-5652.

Look to the THD website for information on THD events. **Log on to <http://www.thd.org>**

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JOIN NOW

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The Semaphore

A Publication of the TELEGRAPH HILL DWELLERS
Issue 203 Summer 2013



Left to right — Mary Erckenbrack, Peter Macchiarini, and Judy Weld, pose with a street fair sign on June 22, 1956. The group, Judy with watering can in hand, gathered on Union Street to promote THD’s tree planting campaign. Mary and Peter were artists, and Judy was Miss San Francisco 1956. The sign reads, “Upper Grant Avenue craftsmen present their third annual fair—exhibits, art in action.”